

responsible
social
progressive
engaged
grassroots.
sustainable
creative
innovative
rebellious
cool



THE
CAMPUS
KITCHENS
PROJECTSM

Logos

The Campus Kitchens Project logo must be used when referencing the national office in Washington, DC or the network as a whole. When referencing a specific Campus Kitchen, please use the corresponding logo.

Both logos may only be printed in either black or orange. When printing on a dark background, a color-reverse logo in either white or light grey may be used. Logos may be printed on any background color. Both logos use the font AlternateGothic2 BT and should always be on the left when used in a document header.



Tagline

The Campus Kitchens Project's tagline is teach. reach. feed. lead. All of the words are lowercase and separated by a single period. There are spaces after each period. The tagline should not be bold or italicized, and the font should be Avenir 45 Book.

teach. reach. feed. lead.

Official Name

The official name of the national network is The Campus Kitchens Project, and individual location is referred to as a Campus Kitchen or the Campus Kitchen at State University.

Please refer to the next page for examples of correct and incorrect ways to refer to The Campus Kitchens Project and individual Campus Kitchens.

Official Acronyms

The Campus Kitchens Project may be referred to as CKP, but only after using the full organizational name at least once.

Example: The Campus Kitchens Project (CKP) was founded in 2001. CKP's national offices are in Washington, DC.

Individual Campus Kitchens may be referred to by their official acronym, which is usually "CK" followed by the school's official acronym. Like CKP, the individual Campus Kitchen acronym may only be used after using the full organizational name.

Example: On Saturday, the Campus Kitchen at Northwestern University (CKNU) served 500 meals to local children. CKNU volunteers work year round to fight hunger in the Evanston community.

There are a few exceptions to the rule; some Campus Kitchens have different acronyms. For example, the Campus Kitchen at Kent State University is CKKent, not CKKSU. For clarification, please contact your program manager or the national office.

Tone of Voice

When writing about or promoting The Campus Kitchens Project or a Campus Kitchen, the language used should be professional at all times. Swearing and the use of offensive or derogatory language will not be permitted.

Blog posts should be conversational and have a length between 500 and 1000 words. Posts must be submitted to the national office for approval prior to the desired date of publication. This is to ensure that all blogs meet branding guidelines and fit into the blogging schedule.

For more tips about writing everything from blogs to tweets to media advisories, please visit the Pantry.

Imagery

All images should be appropriate. When in the kitchen, photos should show that proper safety protocol is being followed. For example, photos should not show volunteers wearing open-toed shoes or sleeveless shirts in the kitchen.

Clip Art should not be used. All blogs should have at least one photo.

National Network

The Campus Kitchens Project ✓

the Campus Kitchens Project ✗

The Campus Kitchen Project ✗

the Campus Kitchen Project ✗

Campus Kitchens

the Campus Kitchen at State University ✓

The Campus Kitchens Project at State University ✗

the Campus Kitchens Project at State University ✗

The Campus Kitchen Project at State University ✗

the Campus Kitchens at State University ✗

The Campus Kitchens at State University ✗

State University Campus Kitchens Project ✗

State University Campus Kitchen Project ✗

State University Campus Kitchens ✗

State University Campus Kitchen ✗

Colors

The official colors of The Campus Kitchens Project are orange, green, gray, and black. These colors must be used for all print and web materials. Please use the provided Pantone and CMYK codes for print materials, and use the RGB and HEX codes for web-based projects.

The Campus Kitchens Project logo and all Campus Kitchens logos may only be printed in orange (f26229), black (000000), and grey (c0c0c0). If necessary, the logo may be printed in white on items such as t-shirts and aprons. Logos may be printed on a background color of the Campus Kitchen's choosing. All designs must be submitted to the national office for approval.

Campus Kitchens may only use different colors when personalizing social media accounts. For example, students may change their Campus Kitchen logo to reflect their school colors and then use the logo as their Facebook profile picture.

Fonts

The following fonts should be used when creating both print and web-based materials for the national office, network, and individual Campus Kitchens. Please contact the national office to obtain the necessary fonts.

Logo

AlternateGothic2 BT

Tagline

Avenir 45 Book

Print/Web Body

Calibri

Web Headers

Museo Sans 500

When designing for the web, all buttons and navigational bars should use Museo Sans 500 in smallcaps.

T-Shirts

When making a t-shirt, the final design must be approved by the national office. Please send designs to your program manager.

When designing a t-shirt, both the national logo and the Campus Kitchen's logo may be used. When using the national logo, the logo and corresponding text may only be printed in the official orange, grey, or black specified in the logo section of these guidelines. White may also be used if need be. When using the Campus Kitchen's logo, the words "The Campus Kitchen at..." may be in a different color, but the logo must be in the permitted colors as specified by these guidelines.

If the t-shirt uses the official tagline "teach. reach. feed. Lead." it must be in Avenir 45 Book. Please contact your program manager if you have any difficulties.

Color Guides

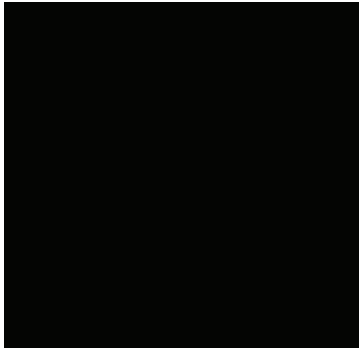
Orange #1

Pantone: 165 M
CMYK: 0, 76, 95, 0
RGB: 242, 98, 41
HEX: #F26229



Black

Pantone: Process
Black M
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: #000000



Green #1

Pantone: 7483 M
CMYK: 51, 0, 63, 54
RGB: 67, 112, 74
HEX: #43704A



Orange #2

Pantone: 718 M
CMYK: 13, 82, 100, 3
RGB: 209, 80, 18
HEX: #D15012



Gray

Pantone: Cool Gray
4 M
CMYK: 25, 20, 20, 0
RGB: 192, 192, 192
HEX: #C0C0C0



Green #2

Pantone: 7494 M
CMYK: 28, 0, 35, 30
RGB: 139, 168, 140
HEX: #8BA88C

